

GOLD SEAL
CONGOLEUM
GUARANTEE
SATISFACTION GUARANTEED
OR YOUR MONEY BACK

REMOVE SEAL WITH
DAMP CLOTH

Gold-Seal Congoleum Week

The Floor-Covering Sale of the Year

Congoleum Week is in full swing. Yesterday thousands of housewives visited the stores listed below and took advantage of the special reductions prevailing this week only on America's most popular floor-covering.

This sale is a money-saving opportunity you can't afford to miss. You will have no difficulty in finding *Gold-Seal Art-Rugs* that are exactly suitable in pattern, coloring and size, for any rooms in your home that need new floor-covering. Or, if you prefer an all-over floor-covering, you will find many attractive designs in *Gold-Seal Congoleum By-the-Yard*.

Waterproof—Sanitary—Durable

You need only to read this partial list of Congoleum's advantages to understand why this modern, sanitary floor-covering is preferred to woven rugs in millions of American homes.

DESIGNS: No other low-priced floor-covering reproduces so artistically the beautiful rich tones of fabric rugs as does Congoleum. The patterns win the admiration of housewives everywhere.

EASY TO CLEAN: Just a light mopping leaves the smooth, sanitary surface spotlessly clean—the bright colors gleaming like new. No tiresome sweeping or beating is necessary.

NEEDS NO FASTENING: Congoleum lies perfectly flat on the floor without fastening of any

kind. It never curls or "kicks-up" at the edges.

Satisfaction Guaranteed

All the *Gold-Seal Congoleum* included in this sale is fresh new goods, and is fully guaranteed by the *Gold Seal* pledge: "Satisfaction Guaranteed or Your Money Back." This *Gold-Seal* appears on the face of all genuine Congoleum. Look for it when you buy. It protects you absolutely.

Only a Few More Days

Remember, *Gold-Seal Congoleum Week* ends on Saturday night. Then these bargain prices will be withdrawn. Make your selections at once. Don't allow this great money-saving opportunity to slip by without taking full advantage of it.

Gold-Seal Congoleum Art-Rugs

6x9 ft. size \$7.25

Nationally Advertised Price \$8.10

7½x9 ft. size \$9.10

Nationally Advertised Price \$10.10

9x9 ft. size \$10.90

Nationally Advertised Price \$12.15

9x10½ ft. size . \$12.70

Nationally Advertised Price \$14.15

9x12 ft. size \$14.50

Nationally Advertised Price \$16.20

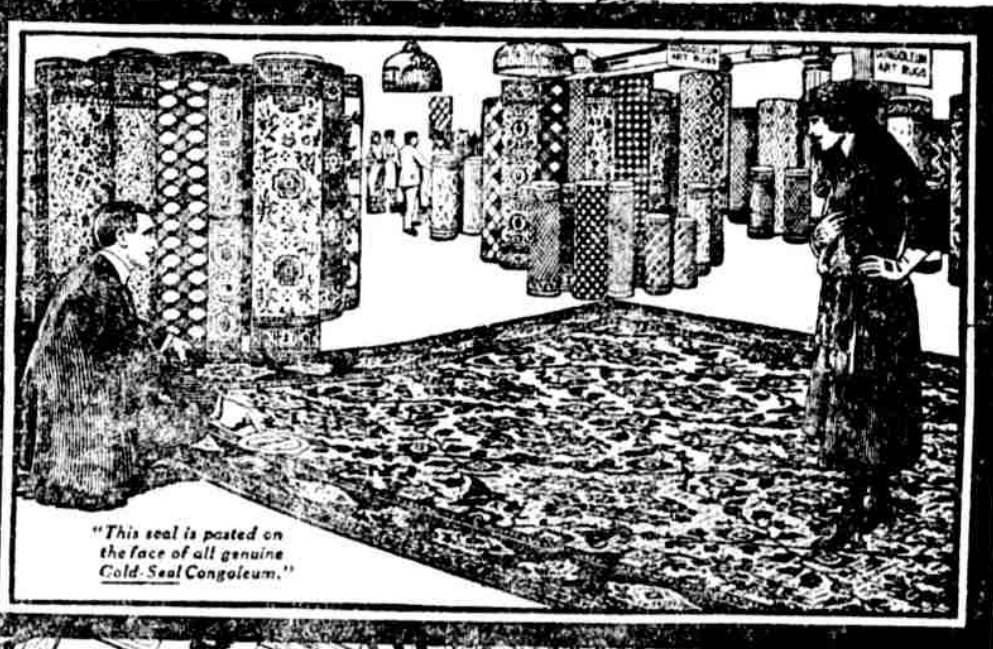
Other sizes ranging down to the
1½x3 ft. Rugs 39c

Gold-Seal Congoleum By-the-Yard

Two Yards and Three Yards Wide

59c per square yard.

Nationally Advertised Price 75c



FOR SALE AT THESE STORES

Gimbel Brothers
9th and Market Streets
Penn Furniture Co.
615 Market Street

N. Snellenburg & Co.
12th & Market Streets
National Carpet Stores
623 Market Street

Aluminum Sales Co.
2454 North Front St.
Geo. Kelly Dept. Store
12th & Walnut Streets

Lit Brothers
8th & Market Streets

Harry C. Kahn & Son
11th & Filbert Streets

Stern & Company
712 Market Street

Munger & Long
Camden, N. J.

Howard J. Dudley
Camden, N. J.

M. E. Blatt Company
Atlantic City, N. J.

Baker Flick Company
Camden, N. J.

Crescent Tea Company
2731 North Sixth Street

Derbyshire Brothers
2418 North Front Street

John Diegel
2925 North Fifth Street

Gillies Department Store
Broad and Susquehanna Ave.
Max Gordon
2100 Columbia Avenue

Haas Brothers
3008 Germantown Avenue
Hub Furniture Company
22 West Chelton Avenue

NORTHEAST

A. Bloom
3424 Frankford Avenue

Fluehr's
2205 North Front Street

M. P. Fox
2868 Frankford Avenue

Frankford Storage Warehouse
4258 Frankford Avenue

M. Hebele
2206 North Second Street

Hochfield Brothers
4336 Frankford Avenue

Hub Furniture Co.
4734 Frankford Avenue

William Kampe's Sons
3097 Kensington Avenue

Kensington Carpet Co.
2252 North Front Street

Kinkert & Sheppard
4669 Frankford Avenue

SOUTH

B. Fine
2426 South Seventh Street

C. Fine
1904 South Seventh Street

B. Miller & Company
604 South Second Street

National Furniture Supply Co.
2139 South Seventh Street

D. Vigman
5th & Washington Avenue

Currie Company
Atlantic City, N. J.

L. W. Emmons
Atlantic City, N. J.

Endicott Furniture Co.
Atlantic City, N. J.

George Kelly
Atlantic City, N. J.

Kensington Carpet Co.
Atlantic City, N. J.

Park Furniture Co.
Atlantic City, N. J.

Jos. T. Fitzpatrick
Bridgeport, Pa.

Spencer & Sons
Bristol, Pa.

Lindabury & Conde
Burlington, N. J.

William E. Cross
Camden, N. J.

S. H. Lewis
Camden, N. J.

L. M. Nelson
Camden, N. J.

Harry Pinsky Sons Co.
Camden, N. J.

N. Davidowitz
Chester, Pa.

Wm. J. Farley
Chester, Pa.

Pet. E. Farrelly
Chester, Pa.

Frank Tollin
Chester, Pa.

E. C. Rempp
Conshohocken, Pa.

Weiler & Company
Egg Harbor, N. J.

Thos. J. McCabe
Norristown, Pa.

D. M. Yost
Norristown, Pa.

J. F. Rapport
Pleasantville, N. J.

CENTRAL
Hub Furniture
2205 South Street
H. & H. Furniture Co.
111 South Second Street
Kensington Carpet Co.
211 Market Street
H. Klinghoffer
417 South Street
I. Klinghoffer
515 South Street
Louis Lindenbaum
1129 South Street
Quaker City Rug Mills
106 South Second Street
Raphael Levy & Sons
725 Arch Street
Walsh's
34 South Second Street

WEST PHILADELPHIA
Berger Furniture Company
5303 Market Street
Field & Goldbacher
5839 Market Street
B. Kline
6117 Woodland Avenue
Wm. Madway
4218 Lancaster Avenue
H. H. Schwarzman's Dept. Store
1219 North 52nd Street
William Schwarzman
63d & Vine Streets
Wilf Brothers
23 North 60th Street
NORTH
Frank C. Kenyon
1838 Columbia Avenue
Cooper & Burhanna
8705 North Broad Street